

Message Text

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ACTION EUR-12

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P R 091426Z MAY 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3746
AMEMBASSY BONN
AMEMBASSY LONDON
AMEMBASSY PARIS
AMEMBASSY TEHRAN
AMEMBASSY TOKYO
AMCONSUL MILAN

UNCLAS SECTION 1 OF 2 STOCKHOLM 1817

FOR BED/OIM

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: QUARTERLY REVIEW OF MARKET PROMOTION CONTRACTOR

REF: USDOC 7889

1. THE TRADE CENTER STAFF DURING THE FIRST QUARTER OF CALENDAR 1978 HAS HAD AN OPPORTUNITY TO OBSERVE AND COMPARE THE NEW PUBLIC RELATIONS CONTRACTOR WITH STC'S PREVIOUS CONTRACTOR. THE STAFF AGREES THAT THERE ARE SEVERAL AREAS IN WHICH THE NEW CONTRACTOR IS DEFICIENT.

2. DURING THE FIRST QUARTER OF CALENDAR 1978, THE PRESENT CONTRACTOR GUMAELIUS ETT, PROMOTED TWO REGULAR EXHIBITIONS: ELECTRONIC COMPONENTS SHOW IN FEBRUARY '78 WHICH DREW 928 REGISTERED VISITORS (COMPARED TO 1,003 AT THE ELECTRONIC COMPONENTS SHOW IN APRIL 77) AND SAFETY AND SECURITY EQUIPMENT SHOW IN MARCH 78 WHICH DREW 813 REGISTERED

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VISITORS (COMPARED TO 1,361 AT THE SAFETY AND SECURITY SHOW IN NOVEMBER 76). IN ADDITION, THEY PROMOTED ONE OFF-SITE SHOW. THE RESULTS WERE NOT QUITE EQUAL TO WHAT WE WOULD HAVE EXPECTED FROM THE PREVIOUS CONTRACTOR, SCANDAM CONSULT. THE FACT THAT THEY EVEN APPROACHED THE LEVEL OF OUR PREVIOUS CONTRACTOR WAS DUE IN LARGE PART TO THE FIRM'S ACTION IN HIRING (WITH ENCOURAGEMENT FROM STC)

A PREVIOUS JUNIOR ACCOUNT REPRESENTATIVE. THIS PERSON HANDLED THE BASIC FUNCTIONS IN REASONABLY GOOD FASHION DESPITE ILLNESSES AND OTHER PERSONAL HINDRANCES.

3. THE PR FIRM APPEARED UNINTERESTED IN THE TRADE CENTER ACCOUNT BY VIRTUE OF THE LACK OF ADEQUATE SUPPORT OF THE IN-HOUSE JUNIOR ACCOUNT EXECUTIVE. WE UNDERSTAND ALSO THAT THE FIRM WAS UNDERGOING AND CONTINUES TO UNDERGO FINANCIAL AND PERSONNEL CRISES. FOR THE FIRST SHOW, THE REPRESENTATIVE FROM ROME CAME TO STC TO MAKE AN ELABORATE PRESENTATION OF MOSTLY OLD IDEAS. THE STOCKHOLM OFFICE COPIED THEIR PAPER VERBATIM AS A MARKET PROMOTION PLAN ADDING A PROMOTION SCHEDULE PROVIDED BY STC. FROM THAT MOMENT, THE ROME OFFICE PROVIDED NO MORE INPUT ON ANY OF THE SHOWS EXCEPT FOR GRAPHICS. THE NEXT TWO PROMOTION PLANS WERE COPIES FOR THE MOST PART FROM PREVIOUS PROMOTION PLANS AND FROM THE PHASE I DATA SHEET PREPARED BY STC'S PLANS AND PROMOTION OFFICERS.

4. LACK OF SUPPORT FOR THE IN-HOUSE REPRESENTATIVE HAD CUMULATIVE EFFECTS ON THE SECOND AND THIRD SHOWS WHEN DEADLINES WERE CONSTANTLY MISSED AND REQUIREMENTS OF THE CONTRACT IGNORED. FOR THE SHOW OPENING MARCH 14, THE CATALOG MAILING ORIGINALLY SCHEDULED FEBRUARY 14, AND SUBSEQUENTLY POSTPONED TO FEBRUARY 20, DID NOT GO OUT UNTIL MARCH 6, A WEEK BEFORE THE SHOW. SIMILARLY, THE UNIVERSE MAILING SCHEDULED JANUARY 31 WENT OUT FEBRUARY 17. FOR THE SHOW OPENING APRIL 4, THE UNCLASSIFIED

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CATALOG MAILING SCHEDULED MARCH 7 WENT OUT MARCH 30, AGAIN ONLY A WEEK BEFORE SHOW OPENING. THE HARD CORE LETTER SCHEDULED FEBRUARY 22 WENT OUT MARCH 9. NO BLUE RIBBON LIST WAS FURNISHED STC AS REQUESTED EXCEPT FOR AD HOC LIST NAMING UNDER 50 PROSPECTS WHICH WERE MADE UP FOR BR CALLS. FOR THE LAST TWO SHOWS, THE CONTRACTOR FAILED TO MAKE COPIES OF THE MAILING LISTS FOR STC CONTROL AND RECORDS. FOR NONE OF THE SHOWS WAS DATA ON PROSPECTS PREPARED FOR EXHIBITORS, NOT EVEN BLUE RIBBON LISTS WHICH USED TO BE INCLUDED IN BRIEFING KITS. NO EVALUATION OF THE SHOWS AND PROMOTIONS WERE FURNISHED BY THE MARKET PROMOTION CONTRACTOR. EARLY IN THE QUARTER, THE FIRM ARBITRARILY CHANGED FROM OUR REGULAR PRINTER TO ANOTHER PRINTER WITHOUT CONSULTING STC.

5. THE CONTRACT CALLS FOR FULL TIME SECRETARIAL ASSISTANCE. IT WAS NOT UNTIL STC REPEATEDLY INSISTED, THAT SUCH ASSISTANCE WAS PROVIDED. MOREOVER, THE SENIOR ACCOUNT REPRESENTATIVE APPEARED TO NEGLECT PART OF THE PROMOTIONAL ACTIVITIES FOR WHICH HE WAS RESPONSIBLE. HE NEVER SEEMED AWARE OF THE STATUS OF THE PUBLIC RELATIONS EFFORTS OF THE TRADE CENTER AT ANY ONE TIME, AND FOR LONG PERIODS, COULD NOT BE REACHED BY PHONE OR MAIL. THIS IS ACCOUNTABLE,

AT LEAST IN PART, BY VIRTUE OF EXCESSIVE RELIANCE ON THE
PERFORMANCE OF THE JUNIOR ACCOUNT EXECUTIVE.

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FOR BED/OIM

6. THE PRESENTATION OF GRAPHICS FOR THEMES CAN ONLY BE
DESCRIBED AS ABYSMAL. FOR THE FIRST EXHIBITION (ELECTRONIC
COMPONENTS) THE ATTEMPT OF THE GRAPHIC TO DEPICT AN
INTEGRATED CIRCUIT RESULTED IN SOMETHING RESEMBLING A PLATE
OF SPAGHETTI. FOR THE SECOND EXHIBITION (SAFETY AND SECURITY)
WE WERE PERMITTED A CHOICE OF TWO DIFFERENT GRAPHICS. THE
FIRST WAS A PRESENTATION OF INTERLOCKING BABY DIAPER PINS
AND THE SECOND WAS A PORTRAYAL OF SUPERMAN SUPPORTING THE
WORD SECURITY. IT WAS JUDGED THAT LITTLE WOULD BE GAINED
FOR THE IMAGE OF THE TRADE CENTER BY ACCEPTANCE OF EITHER.
A REQUEST WAS MADE FOR FURTHER OPTIONS.

7. ALL THE ABOVE MAY SERVE TO POINT UP THAT WHAT MAY BE
ACCEPTABLE IN ONE PARTICULAR MARKET IN TERMS OF EITHER
GRAPHICS, PLANNING ET AL, MAY INDEED BE IRRELEVANT IN
ANOTHER MARKET.

8. WITH RESPECT TO RELATIONS WITH THE PRESS, ALL PRESS
CONFERENCES WERE THE SOLE RESPONSIBILITY OF THE JUNIOR
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ACCOUNT EXECUTIVE. THE PREVIOUS PR FIRM ASSIGNED FULL RESPONSIBILITY TO THE SENIOR ACCOUNT EXECUTIVE WHO MADE ALL PRESENTATIONS AND FIELDERD ALL QUESTIONS.

9. CENTRALIZED PR MANAGEMENT HAS NIETHER HURT NOR HELPED MUCH, RATHER IT SEEM IRRELEVANT. THIS IS PROBABLY DUE TO THE REMOTENESS OF THE FIRM'S TRADE OFFICE FROM STOCKHOLM. TRYING TO INVOLVE CENTRALIZED MANAGEMENT SEEMS UP TO NOW ONLY TO HAVE DELAYED SUCH THINGS AS GRAPHICS AND PLANNING. THE EXCHANGE OF PLANNING, ARTWORK, IDEAS ET AL ENVISIONED IN THE CONTRACT ALREADY TAKES PLACE THROUGH THE EXCHANGE OF MONTHLY REPORTS TOGETHER WITH ATTACHMENTS FROM EACH TRADE CENTER AND WITHOUT GOING THROUGH A CENTRAL CONTRACTOR. THE CONCEPT OF USING A CENTRAL PRINTER, FOR EXAMPLE, HAS ALREADY FALLEN BY THE WAYSIDE BECAUSE OF THE TIME AND COSTS INVOLVED IN SHIPPING, PROOFING, RESHIPPING AND FINALLY CLEARING CUSTOMS.

10. THERE WAS NO REAL SUPERVISION OF THE LOCAL PR FIRM BY THE PARENT FIRM IN ROME DUE PROBABLY IN LARGE PART TO DISTANCE. BECAUSE OF CONTINUED TRAVEL NECESSITATED BY THE OVERALL CONTRACT, ACCESSABILITY TO RESPONSIBLE EXECUTIVES IN ROME HAS PROVED LIMITED. ACCESSIBILITY OF THE LOCAL SENIOR ACCOUNT EXECUTIVE WAS LIMITED BY VIRTUE OF HIS UNAVAILABILITY.

11. CENTRALIZED PR MANAGEMENT MAKES AN EXTRA LAYER OF RESPONSIBILITY WHICH CAN SERVE AS A BUFFER OR DELAYING TACTIC. THE TRADE CENTER FINDS IT DIFFICULT TO ASSIGN RESPONSIBILITY OR ASSESS RESULTS BECAUSE OF THESE TWO LEVELS OF MANAGEMENT.
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